CONTRACT



And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Revision		I	Alt Order#	
	931758			6221161	
Product					
DSCC-IE					
Contract Dates	Estimate #				
10/02/12 - 11/12/12	1370				
Advertiser			Orio	ginal Date /	Revision
Democratic Senatorial Ca	ampaign Committee			0/03/12	/ 10/03/12
	Billing Cycle	Billing Calendar			Cash/Trade
	EOM/EOC	Broado	cast		Cash
	Station	Accou	nt Ex	<u>kecutive</u>	Sales Office
	WLWT	Mica F	lans	en	HRP -Washingt
	Special Hand	ling			
				_	
	Demographic				
	Adults 25+				
	IDB#	Adver	iser	Code	Product Code
	8091	49			53
	Agency Ref	•		Advertiser	Ref

Spots/

thing Ob Start Data End Data Description	Start/End Time	Days Length Week Ra	te Type S	Spots	Amount
*Line Ch Start Date End Date Description N 1 WLWT10/02/12 10/22/12 Days of Our Lives	1-2p	:30	NM	4	\$800.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/02/12 10/08/12 MTWTF 2	\$200.00				
Week: 10/09/12	\$200.00				
Week: 10/16/12 10/22/12 0	\$0.00				
2 WLWT 10/23/12 11/05/12 Days of Our Lives	1-2p	:30	МИ	8	\$2,000.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/23/12 10/29/12 MTWTF 4	\$250.00				
Week: 10/30/12 11/05/12 MTWTF 4	\$250.00		NM	2	\$800.00
N 3 WLWT10/02/12 10/22/12 NBC Today Show III	10-11a	:30	NIVI	2	\$800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u> \$400.00				
Week: 10/02/12 10/08/12 MTWTF 1	\$400.00				
Week: 10/09/12	\$0.00				
VVeek. 10/10/12 10/22/12		:30	NM	6	\$2,400.00
4 WLWT 10/23/12 11/05/12 NBC Today Show III Start Date Fnd Date Weekdays Spots/Week	10-11a Ra <u>te</u>	.50	, , , , ,	•	4-,
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/23/12 10/29/12 MTWTF 3	\$400.00				
Week: 10/30/12 11/05/12 MTWTF 3	\$400.00				
**************************************	1135-1237a	:30	NM	3	\$1,500.00
0 1 007 1	Rate				
Start Date End Date Weekdays Spots/Veek Week: 10/02/12 10/08/12 MTWTF 2	\$500.00				
Week: 10/09/12 10/15/12 0	\$0.00				
Week; 10/16/12 10/22/12 MTWTF 1	\$500.00				
6 WLWT10/23/12 11/05/12 NBC Tonight Show	1135-1237a	:30	MM	4	\$2,800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/23/12 10/29/12 MTWTF 2	\$700.00				
Week: 10/30/12 11/05/12 MTWTF 2	\$700.00			_	****
N 7 WLWT10/02/12 10/22/12 STEVE HARVEY DAY	STEVE HARVEY	[:30	NM	2	\$200.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/02/12 10/08/12 MTWTF 1	\$100.00				
Week: 10/09/12	\$100.00			ł	

(* Line Transactions: N = New, E = Edited, D = Deleted)

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specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Alt Order # Contract / Revision 06221161 931758

Estimate # Contract Dates Product DSCC-IE 1370 10/02/12 - 11/12/12

Original Date / Revision Advertiser 10/03/12 / 10/03/12 **Democratic Senatorial Ca**

Snote/

						Spots/				
*Line Ch Start [Date End Da	ate Description	n	Start/End Time	Days	Length Week	Rate	Type Sp	oots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate	andreg grade in the new course and					
Week: 10/16/12	10/22/12		0	\$0.00						
8 WLWT 10/23/	12 11/05/1	2 STEVE HA	RVEY DAY	STEVE HARVEY [:30		NM	2	\$200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/23/12	10/29/12	MTWTF	1	\$100.00						
Week: 10/30/12	11/05/12	MTWTF	1	\$100.00				NM	4	\$600.00
N 9 WLWT10/02/			0 1 00/ -1-	1230-1p		:30		NIVI	4	ψ000.00
<u>Start Date</u> Week: 10/02/12	<u>End Date</u> 10/08/12	<u>Weekdays</u> MTWTF	<u>Spots/Week</u> 2	<u>Rate</u> \$150.00						
Week: 10/02/12	10/06/12	MTWTF	2	\$150.00				j		
Week: 10/16/12	10/22/12		0	\$0.00						
10 WLWT 10/23/		12 1230-1p		1230-1p		:30		NM	4	\$700.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/23/12	10/29/12	MTWTF	2	\$175.00				1		
Week: 10/30/12	11/05/12	MTWTF	2	\$175.00						
N 11 WLWT10/02	/12 10/22/	12 12-1230p N		12-1230p		:30		NM	4	\$1,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/02/12	10/08/12	MTWTF	2 2	\$350.00 \$350.00						
Week: 10/09/12 Week: 10/16/12	10/15/12 10/22/12	MTWTF	0	\$0.00						
		40 40 40 20 m N		12-1230p		:30		NM	6	\$2,100.00
12 WLWT 10/23 Start Date	/12 11/05/ End <u>Date</u>	12 12-1230p N Weekdavs	Spots/Week	Rate		.00				. ,
Week: 10/23/12	10/29/12	MTWTF	3	\$350.00				1		
Week: 10/30/12	11/05/12	MTWTF	3	\$350.00						
N 13 WLWT 10/02	/12 10/22/	12 2-3p		2-3p		:30		NM	4	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/02/12	10/08/12	MTWTF	2	\$250.00 \$250.00						
Week: 10/09/12	10/15/12	MTWTF	2 0	\$250.00 \$0.00						
Week: 10/16/12	10/22/12		0			:30		NM	8	\$2,400.00
14 WLWT 10/23	/12 11/05/ End Date	12 2-3p Week <u>days</u>	Spots/Week	2-3p R <u>ate</u>		.50				* = (*******
<u>Start Date</u> Week: 10/23/12	10/29/12	MTWTF	4	\$300.00						
Week: 10/30/12	11/05/12	MTWTF	4	\$300.00						
N 15 WLWT 10/02	/12 10/22/	12 JUDGE JU	JDY EF	Judge Judy		:30		NM	4	\$1,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/02/12	10/08/12	MTWTF	2	\$250.00				1		
Week: 10/09/12	10/15/12	MTWTF	2	\$250.00 \$0.00						
Week: 10/16/12	10/22/12		0			:30		NM	8	\$2,000.00
16 WLWT 10/23			Spots/Week	Judge Judy Rate		.50		14141	Ŭ	ψ2,000.00
<u>Start Date</u> Week: 10/23/12	End Date 10/29/12	<u>Weekdays</u> MTWTF	<u> </u>	\$250.00				I		
Week: 10/30/12	11/05/12	MTWTF	4	\$250.00						
N 17 WLWT 10/02		/12 DR OZ EF		4PM-5PM		:30		NM	4	\$1,000.00
Start Date	End Date		Spots/Week	<u>Rate</u>						
Week: 10/02/12	10/08/12	MTWTF	2	\$250.00						
Week: 10/09/12	10/15/12	MTWTF	2	\$250.00						
Week: 10/16/12	10/22/12		0	\$0.00				N I I A	8	\$2,000.00
18 WLWT 10/23			04-88/1	4PM-5PM		:30		NM	0	Ψ2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				•		

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WLWT 1700 Young Street Cincinnati, OH 45202

(513)412-5000

www.wiwt.com

Contract / Revision Alt Order # 06221161 931758 Contract Dates Estimate # **Product**

1370 DSCC-IE 10/02/12 - 11/12/12

Original Date / Revision <u>Advertiser</u> 10/03/12 / 10/03/12 **Democratic Senatorial Ca**

Spots/

					Spo	ots/			
*Line Ch Start	Date End D	ate Description	n	Start/End Time	Days Length We	ek Rate	TypeSpo	ts	Amount
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>					
Week: 10/23/12	10/29/12	MTWTF	4	\$250.00					
Week: 10/30/12	11/05/12	MTWTF	4	\$250.00					
19 WLWT10/02	/12 10/15/	12 430-5a Nev	VS	430-5a	:30		NM	4	\$240.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>			- 1		
Week: 10/02/12	10/08/12	MTWTF	2	\$60.00					
Week: 10/09/12	10/15/12	MTWTF	2	\$60.00					
N 20 WLWT 10/02	/12 10/22/ ⁻	12 5-530p M-F	news	5-530p	:30		NM ,	4	\$2,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					
Week: 10/02/12	10/08/12	MTWTF-~	2	\$700.00					
Week: 10/09/12	10/15/12	MTWTF	2	\$700.00					
Week: 10/16/12	10/22/12		0	\$0.00					
21 WLWT 10/23	/12 11/05/	12 5-530p M-F	news	5-530p	:30		NM	6	\$5,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					
Week: 10/23/12	10/29/12	MTWTF	3	\$900.00					
Week: 10/30/12	11/05/12	MTWTF	3	\$900.00					
22 WLWT 10/02	/12 10/22/	12 5-6a news		5-6a	:30		NM	8	\$1,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					
Week: 10/02/12	10/08/12	MTWTF	2	\$175.00					
Week: 10/09/12	10/15/12	MTWTF	2	\$175.00					
Week: 10/16/12	10/22/12	MTWTF	4	\$175.00				•	
23 WLWT10/23	/12 11/05/	12 5-6a news		5-6a	:30		NM	7	\$1,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>			I		
Week: 10/23/12	10/29/12	MTWTF	3	\$200.00					
Week: 10/30/12	11/05/12	MTWTF	4	\$200.00					
24 WLWT10/02		12 530-6p M-F		530-6p	:30		NM	7	\$4,900.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					
Week: 10/02/12	10/08/12	MTWTF	2	\$700.00					
Week: 10/09/12	10/15/12	MTWTF	2	\$700.00					
Week: 10/16/12	10/22/12	MTWTF	3	\$700.00				_	
25 WLWT10/23				530-6p	:30		NM	6	\$5,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate					
Week: 10/23/12	10/29/12	MTWTF	3 3	\$900.00 \$900.00					
Week: 10/30/12	11/05/12	MTWTF							#0 000 00
26 WLWT 10/02		•		6-630p	:30		NM	7	\$6,300.00
Start Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$900.00					
Week: 10/02/12 Week: 10/09/12	10/08/12 10/15/12		2	\$900.00					
Week: 10/09/12 Week: 10/16/12	10/13/12	MTWTF MTWTF	3	\$900.00					
					.20		NINA	6	\$6.600.00
27 WLWT 10/23				6-630p	- :30		NM	6	φυ,σσσ.σσ
Start Date Week: 10/23/12	End Date 10/29/12	<u>Weekdays</u> MTWTF	Spots/Week 3	<u>Rate</u> \$1,100.00					
Week: 10/23/12	11/05/12	MTWTF	3	\$1,100.00					
					:30		NM	4	\$3,200.00
N 28 WLWT10/02	./12 10/22/ End Date		Spots/Week	6-7a <u>Rate</u>	.30		I AIA1	7	ψυ,200.00
<u>Start Date</u> Week: 10/02/12	10/08/12	<u>Weekdays</u> MTWTF	<u> </u>	\$800.00					
Week: 10/02/12	10/05/12	MTWTF	2	\$800.00					
Week: 10/16/12	10/13/12		0	\$0.00					
		12 6 70 nous		6-7a	:30		NM	7	\$7,000.00
29 WLWT10/23	/12 11/12/	12 6-7a news		U-1 a	.50		1 4141	•	ψ.,000.00

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WLWT

1700 Young Street Cincinnati, OH 45202 (513)412-5000

Contract / Revision Alt Order # 06221161 931758 Estimate # Contract Dates Product 1370 DSCC-IE 10/02/12 - 11/12/12

Original Date / Revision <u>Advertiser</u> 10/03/12 / 10/03/12 **Democratic Senatorial Ca**

Spots/

*Line Ch Start [Date End D	ata Descriptio	nn.	Start/End Time	Days	Spots/ Length Week	Rate	Type S	pots	Amount
		Weekdays	Spots/Week	Rate	Days	Longin Wook	rtato	1,750	P 0 (0	
<u>Start Date</u> Week: 10/23/12	End Date 10/29/12	MTWTF	3	\$1,000.00				1		
Week: 10/30/12	11/05/12	MTWTF	3	\$1,000.00						
Week: 11/06/12	11/12/12	MTWTF	1	\$1,000.00						
30 WLWT10/02/			iv News	630-730p		:30		NM	3	\$4,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.55				. ,
Week: 10/02/12	10/08/12	MTWTF	1	\$1,500.00						
Week: 10/09/12	10/15/12	MTWTF	1	\$1,500.00				i		
Week: 10/16/12	10/22/12	MTWTF	1	\$1,500.00						
31 WLWT 10/23/	/12 11/05/	12 NBC Nigh	ly News	630-730p		:30		NM	3	\$4,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1		
Week: 10/23/12	10/29/12	MTWTF	2	\$1,500.00						
Week: 10/30/12	11/05/12	MTWTF	1	\$1,500.00						
N 32 WLWT 10/02		12 7-730p		7-730p		:30		NM	5	\$5,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/02/12	10/08/12	MTWTF	2	\$1,000.00				l		
Week: 10/09/12	10/15/12	MTWTF	1 2	\$1,000.00 \$1,000.00						
Week: 10/16/12	10/22/12	MTWTF				00		NIN 4	4	¢4 400 00
33 WLWT10/23		12 7-730p	0	7-730p		:30		NM	4	\$4,400.00
Start Date Week; 10/23/12	End Date 10/29/12	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$1,100.00						
Week: 10/30/12	11/05/12	MTWTF	2	\$1,100.00						
				7-9a		:30		NM	5	\$6,000.00
N 34 WLWT10/02 Start Date	/12 10/22/ ⁻ End Date	12 NBC Toda Weekdays	Spots/Week	7-9a Rate		.30		INIVI	3	ψ0,000.00
Week: 10/02/12	10/08/12	MTWTF	<u> </u>	\$1,200.00						
Week: 10/09/12	10/15/12	MTWTF	1	\$1,200.00						
Week: 10/16/12	10/22/12	MTWTF	2	\$1,200.00						
35 WLWT 10/23	/12 11/12/	12 NBC Toda	v Show	7-9a		:30		NM	5	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/23/12	10/29/12	MTWTF	2	\$1,200.00						
Week: 10/30/12	11/05/12	MTWTF	2	\$1,200.00						
Week: 11/06/12	11/12/12	MTWTF	1	\$1,200.00						
N 36 WLWT 10/02	/12 10/22/	12 730-8p		730-8p		:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/02/12	10/08/12	MTWTF-~	1	\$1,000.00						
Week: 10/09/12	10/15/12		0	\$0.00						
Week: 10/16/12	10/22/12	MTWTF	1	\$1,000.00					_	* P P O P O
37 WLWT 10/23		•	0	730-8p		:30		NM	2	\$2,200.00
<u>Start Date</u> Week: 10/23/12	End Date 10/29/12	<u>Weekdays</u> MTwTF	Spots/Week 1	<u>Rate</u> \$1,100.00						
Week: 10/30/12	11/05/12	MTWTF	1	\$1,100.00						
				9-10a		:30		NM	4	\$2,400.00
38 WLWT10/02 Start Date	/12 10/22/ <u>End Date</u>	12 NBC Toda Weekdays	Spots/Week	9-10a Rate		.50		1.4141	7	ΨΞ, 100.00
Week: 10/02/12	10/08/12	MTWTF	1	\$600.00						
Week: 10/09/12	10/15/12	MTWTF	1	\$600.00						
Week: 10/16/12	10/22/12	MTWTF	2	\$600.00						
39 WLWT 10/23		12 NBC Toda	av Show II	9-10a		:30		NM	5	\$3,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/23/12	10/29/12	MTWTF	2	\$600.00				ı		

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*Line Ch Start Date End Date Description

WLWT 1700 Young Street Cincinnati, OH 45202 (513)412-5000

www.wlwt.com

Alt Order # Contract / Revision 06221161 931758 Estimate # Contract Dates Product 10/02/12 - 11/12/12 DSCC-IE 1370

Original Date / Revision <u>Advertiser</u> 10/03/12 / 10/03/12 **Democratic Senatorial Ca**

Spots/

Length Week	Rate	Type S	Spots	Amount
:30		NM	5	\$10,000.00
		Ì		
:30		NM	3	\$4,500.00

Start Date Week: 10/30/12	End Date 11/05/12	<u>Weekdays</u> MTWTF	Spots/Week 3	<u>Rate</u> \$600.00				
40 WLWT10/23/	12 11/05/1	2 11-1135p N	/I-Su	11-1135p	:30	NM	5	\$10,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				
Week: 10/23/12	10/29/12	MTWTFS-	2	\$2,000.00				
Week: 10/30/12	11/05/12	MTWTFS-	3	\$2,000.00				*4.500.00
41 WLWT10/02/		2 11-1135p M		11-1135p	:30	NM	3	\$4,500.00
<u>Start Date</u> Week: 10/02/12	End Date 10/08/12	<u>Weekdays</u> MTWTFS-	Spots/Week	<u>Rate</u> \$1,500.00				
Week: 10/02/12 Week: 10/09/12	10/08/12	MTWTFS-	1	\$1,500.00				
Week: 10/16/12	10/13/12	MTWTFS-	1	\$1,500.00				
42 WLWT 10/05/		2 F10-11p		F10-11p	:30	NM	1	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	.50	1	•	4 =,000.00
Week: 10/01/12	10/07/12	1	1	\$2,000.00				
43 WLWT 10/26/	12 10/26/1	12 F10-11p		F10-11p	:30	NM	1	\$3,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>.</u> <u>Rate</u>				
Week: 10/22/12	10/28/12	1	1	\$3,000.00				
44 WLWT10/19/	12 10/19/1	12 F9-10p		F9-10p	:30	NM	1	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				
Week: 10/15/12	10/21/12	1	1	\$2,000.00				
D 45 WLWT10/15/	12 10/15/1	12 M10-11p		M10-11p	:30	NM	0	\$0.00
46 WLWT 10/29/	12 10/29/	12 M10-11p		M10-11p	:30	NM	1	\$3,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u> \$3.000.00				
Week: 10/29/12	11/04/12	1	1					#C 000 00
N 47 WLWT 10/08/				Prime Other Rate	:30	NM	1	\$6,000.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays 1	Spots/Week 1	\$6,000.00				
Week: 10/15/12	10/14/12		0	\$0.00				
Week: 10/22/12	10/28/12		0	\$0.00				
Spot Ch Da	<u>te Range</u>	Description	<u>n</u>	Start/End Time	Weekdays Length Rate	<u>Type</u>		
3 WLWT 10	/22/12-10/28	/12 M8-9p		M8-9p	M :30 \$6,000.00			
				11.0 0	N50 \$0,000.00	NM		
48 WLWT 10/06					W			
		12 Sa/Su 5-6a		Sa/Su 5-6a	:30	NM	6	\$360.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Sa/Su 5-6a Rate			6	\$360.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays SS	Spots/Week 2	Sa/Su 5-6a <u>Rate</u> \$60.00			6	\$360.00
<u>Start Date</u> Week: 10/01/12 Week: 10/08/12	End Date 10/07/12 10/14/12	Weekdays SS SS	Spots/Week 2 2	Sa/Su 5-6a <u>Rate</u> \$60.00 \$60.00			6	\$360.00
Start Date Week: 10/01/12 Week: 10/08/12 Week: 10/15/12	End Date 10/07/12 10/14/12 10/21/12	WeekdaysSSSS	Spots/Week 2 2 2 2	Sa/Su 5-6a <u>Rate</u> \$60.00 \$60.00	:30	NM		·
Start Date Week: 10/01/12 Week: 10/08/12 Week: 10/15/12 49 WLWT 10/27	End Date 10/07/12 10/14/12 10/21/12 /12 11/04/	Weekdays SS SS SS	Spots/Week 2 2 2 2 a News	Sa/Su 5-6a <u>Rate</u> \$60.00 \$60.00 \$60.00 Sa/Su 5-6a			6	\$360.00 \$300.00
Start Date Week: 10/01/12 Week: 10/08/12 Week: 10/15/12 49 WLWT 10/27 Start Date	End Date 10/07/12 10/14/12 10/21/12	WeekdaysSSSS	Spots/Week 2 2 2 2	Sa/Su 5-6a <u>Rate</u> \$60.00 \$60.00	:30	NM		·
Start Date Week: 10/01/12 Week: 10/08/12 Week: 10/15/12 49 WLWT 10/27	End Date 10/07/12 10/14/12 10/21/12 /12 11/04/ End Date	WeekdaysSSSSSS 12 Sa/Su 5-6: Weekdays	Spots/Week 2 2 2 2 a News Spots/Week	Sa/Su 5-6a <u>Rate</u> \$60.00 \$60.00 \$60.00 Sa/Su 5-6a <u>Rate</u>	:30	NM		·
Start Date Week: 10/01/12 Week: 10/08/12 Week: 10/15/12 49 WLWT 10/27 Start Date Week: 10/22/12 Week: 10/29/12	End Date 10/07/12 10/14/12 10/21/12 /12 11/04/: End Date 10/28/12 11/04/12	WeekdaysSSSSSS 12 Sa/Su 5-6: WeekdaysSS	Spots/Week 2 2 2 2 a News Spots/Week 2 2 2	Sa/Su 5-6a <u>Rate</u> \$60.00 \$60.00 \$60.00 Sa/Su 5-6a <u>Rate</u> \$75.00	:30	NM		·
Start Date Week: 10/01/12 Week: 10/08/12 Week: 10/15/12 49 WLWT 10/27 Start Date Week: 10/22/12	End Date 10/07/12 10/14/12 10/21/12 /12 11/04/: End Date 10/28/12 11/04/12 /12 10/21/: End Date	WeekdaysSSSS -12 Sa/Su 5-6 WeekdaysSSSS 12 Sa/Su 6-7 Weekdays	Spots/Week 2 2 2 2 a News Spots/Week 2 2 2	Sa/Su 5-6a Rate \$60.00 \$60.00 \$60.00 Sa/Su 5-6a Rate \$75.00 \$75.00 Sa/Su 6-7a Rate	:30	NM	4	\$300.00
Start Date Week: 10/01/12 Week: 10/08/12 Week: 10/15/12 49 WLWT 10/27 Start Date Week: 10/22/12 Week: 10/29/12 50 WLWT 10/06 Start Date Week: 10/01/12	End Date 10/07/12 10/14/12 10/21/12 /12 11/04/- End Date 10/28/12 11/04/12 /12 10/21/- End Date 10/07/12	WeekdaysSSSS 12 Sa/Su 5-6 WeekdaysSS 12 Sa/Su 6-7 Weekdays	Spots/Week 2 2 2 a News Spots/Week 2 2 a News Spots/Week 1	Sa/Su 5-6a Rate \$60.00 \$60.00 \$60.00 Sa/Su 5-6a Rate \$75.00 \$75.00 Sa/Su 6-7a Rate \$400.00	:30	NM	4	\$300.00
Start Date Week: 10/01/12 Week: 10/08/12 Week: 10/15/12 49 WLWT 10/27 Start Date Week: 10/22/12 Week: 10/29/12 50 WLWT 10/06 Start Date Week: 10/01/12 Week: 10/08/12	End Date 10/07/12 10/14/12 10/21/12 /12 11/04/- End Date 10/28/12 11/04/12 /12 10/21/- End Date 10/07/12 10/14/12	WeekdaysSSSS 12 Sa/Su 5-6 WeekdaysSS 12 Sa/Su 6-7 WeekdaysSS	Spots/Week 2 2 2 2 a News Spots/Week 2 2 a News	Sa/Su 5-6a Rate \$60.00 \$60.00 \$60.00 Sa/Su 5-6a Rate \$75.00 \$75.00 Sa/Su 6-7a Rate \$400.00 \$400.00	:30	NM	4	\$300.00
Start Date Week: 10/01/12 Week: 10/08/12 Week: 10/15/12 49 WLWT 10/27/ Start Date Week: 10/22/12 Week: 10/29/12 50 WLWT 10/06 Start Date Week: 10/01/12 Week: 10/08/12 Week: 10/15/12	End Date 10/07/12 10/14/12 10/21/12 /12 11/04/12 11/04/12 /12 10/21/12 End Date 10/07/12 10/14/12 10/21/12	WeekdaysSSSSSSSSSSSSSSSSSSSS	Spots/Week 2 2 2 a News Spots/Week 2 2 a News Spots/Week 1 1 1	Sa/Su 5-6a Rate \$60.00 \$60.00 \$60.00 Sa/Su 5-6a Rate \$75.00 \$75.00 Sa/Su 6-7a Rate \$400.00 \$400.00	:30	NM NM	3	\$300.00 \$1,200.00
Start Date Week: 10/01/12 Week: 10/08/12 Week: 10/15/12 49 WLWT 10/27/ Start Date Week: 10/22/12 Week: 10/29/12 50 WLWT 10/06/ Start Date Week: 10/01/12 Week: 10/08/12 Week: 10/15/12 51 WLWT 10/27	End Date 10/07/12 10/14/12 10/21/12 /12 11/04/2 End Date 10/28/12 11/04/12 /12 10/21/2 End Date 10/07/12 10/14/12 10/21/12 11/04/2	WeekdaysSSSS 12 Sa/Su 5-6 WeekdaysSS 12 Sa/Su 6-7 WeekdaysSSSSSSSS	Spots/Week 2 2 2 a News Spots/Week 2 2 a News Spots/Week 1 1 1 a News	Sa/Su 5-6a Rate \$60.00 \$60.00 \$60.00 Sa/Su 5-6a Rate \$75.00 \$75.00 Sa/Su 6-7a Rate \$400.00 \$400.00 \$400.00 Sa/Su 6-7a	:30	NM	4	\$300.00
Start Date Week: 10/01/12 Week: 10/08/12 Week: 10/15/12 49 WLWT 10/27/ Start Date Week: 10/29/12 Week: 10/29/12 50 WLWT 10/06/ Start Date Week: 10/01/12 Week: 10/08/12 Week: 10/15/12	End Date 10/07/12 10/14/12 10/21/12 /12 11/04/12 11/04/12 /12 10/21/12 End Date 10/07/12 10/14/12 10/21/12	WeekdaysSSSSSSSSSSSSSSSSSSSS	Spots/Week 2 2 2 a News Spots/Week 2 2 a News Spots/Week 1 1 1	Sa/Su 5-6a Rate \$60.00 \$60.00 \$60.00 Sa/Su 5-6a Rate \$75.00 \$75.00 Sa/Su 6-7a Rate \$400.00 \$400.00	:30	NM NM	3	\$300.00 \$1,200.00

Start/End Time

Days

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specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Re	evision	Alt Order#
931758	1	06221161

Contract Dates Product Estimate # DSCC-IE 1370 10/02/12 - 11/12/12

Original Date / Revision Advertiser 10/03/12 / 10/03/12 **Democratic Senatorial Ca**

Snots/

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time D	ays Length Week R	ate TypeSp	ots	Amount
Start Date	<u>Rate</u> .				
Week: 10/29/12 11/04/12SS 2	\$500.00				
N 52 WLWT10/06/12 10/21/12 Sa/Su 6p news	Sa/Su 6p News	:30	NM	4	\$1,800.00
Week: 10/01/12	<u>Rate</u> \$450.00				
Week: 10/01/12	\$450.00				
Week: 10/15/12 10/21/12 0	\$0.00				
53 WLWT10/27/12 11/04/12 Sa/Su 6p news	Sa/Su 6p News	:30	NM	4	\$2,000.00
Start Date	<u>Rate</u>				
Week: 10/22/12 10/28/12SS 2	\$500.00				
Week: 10/29/12 11/04/12SS 2	\$500.00				#0.400.00
54 WLWT10/06/12 10/21/12 Sa/su7-8a news	Sa/su7-8a	:30	NM	3	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12SS 1	<u>Rate</u> \$800.00				
Week: 10/01/12 10/01/12 55 1	\$800.00				
Week: 10/15/12 10/21/12SS 1	\$800.00				
55 WLWT10/27/12 11/04/12 Sa/su7-8a news	Sa/su7-8a	:30	NM	4	\$3,200.00
Start Date	Rate				
Week: 10/22/12 10/28/12SS 2	\$800.00				
Week: 10/29/12 11/04/12SS 2	\$800.00				#0.400.00
N 56 WLWT10/06/12 10/20/12 Sa 10-11a News	Sa 10-11a	:30	NM	3	\$2,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$700.00				
Week: 10/08/12 10/14/121- 1	\$700.00		1		
Week: 10/15/12 10/21/121- 1	\$700.00				
57 WLWT11/03/12 11/03/12 Sa 10-11a News	Sa 10-11a	:30	NM	1	\$800.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/29/12 11/04/121- 1	\$800.00	-00	NINA	2	\$2,700.00
58 WLWT10/06/12 10/20/12 NBC Saturday Night Live Start Date End Date Weekdays Spots/Week	NBC Saturday Nigt Rate	:30	NM	3	\$2,700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	\$900.00				
Week: 10/08/12 10/14/121- 1	\$900.00				
Week: 10/15/12 10/21/121- 1	\$900.00				
59 WLWT10/27/12 11/03/12 NBC Saturday Night Live	NBC Saturday Nigh	:30	MM	2	\$1,800.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1	\$900.00 \$900.00				
**************************************	Sa8-10a	:30	NM	2	\$2,700.00
60 WLWT10/13/12 10/20/12 NBC Saturday Today Start Date End Date <u>Weekdays</u> <u>Spots/Week</u>	Rate	.50	13.17	-	4 2,1 3 3.00
Week: 10/08/12 10/14/121- 1	\$1,350.00				
Week: 10/15/12 10/21/121- 1	\$1,350.00				
61 WLWT10/27/12 11/03/12 NBC Saturday Today	Sa8-10a	:30	NM	2	\$2,700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 10/22/12 10/28/121- 1	<u>Rate</u> \$1,350.00				
Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1	\$1,350.00				
N 62 WLWT10/07/12 10/21/12 NBC MEET THE PRESS	NBC MEET THE P	:30	NM	2	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate	.50		_	,
Week: 10/01/12 10/07/121 1	\$1,500.00				
Week: 10/08/12 10/14/12 0	\$0.00				

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www.wlwt.com



 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/12/12
 DSCC-IE
 1370

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/03/12 / 10/03/12

Spots/

					Spots/				
*Line Ch Start I	Date End D	ate Descriptio	n	Start/End Time	Days Length Week	Rate T	ype Spo	ts	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate					
Week: 10/15/12	10/21/12	1	1	\$1,500.00					
N 63 WLWT10/07/	/12 10/14/1	2 Late News	after NFL	Late News	:30		NM	1	\$1,200.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>					
Week: 10/01/12	10/07/12	1	1	\$1,200.00			ŀ		
Week: 10/08/12	10/14/12		0	\$0.00					
64 WLWT 11/04	/12 11/04/	12 Late News	after NFL	Late News	:30		NM	1	\$1,300.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					
Week: 10/29/12	11/04/12	1	1	\$1,300.00					
N 65 WLWT10/07		12 Sports Roo		Sports Rock	:30		NM	4	\$800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					
Week: 10/01/12	10/07/12	1	1	\$200.00					
Week: 10/08/12	10/14/12	1	0	\$200.00 \$0.00			ŀ		
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$200.00					
Week: 10/22/12	11/04/12	1	1	\$200.00					
					:30		NM	4	\$400.00
N 66 WLWT10/07		12 The Outdo Weekdays	orsman Spots/Week	Outdoorsman Rate	:30		INIVI	4	\$ 4 00.00
Start Date Week: 10/01/12	<u>End Date</u> 10/07/12	1	<u>30013/44eek</u> 1	\$100.00			1		
Week: 10/08/12	10/14/12	1	1	\$100.00			1		
Week: 10/15/12	10/21/12		0	\$0.00					
Week: 10/22/12	10/28/12	1	1	\$100.00					
Week: 10/29/12	11/04/12	1	1	\$100.00					
N 67 WLWT 10/07	/12 11/04/	12 SU 530-6a		SU 530-6a	:30		NM	4	\$400.00
Start Date	End Date	Weekdays	Spots/Week	Rate					
Week: 10/01/12	10/07/12	1	1	\$100.00					
Week: 10/08/12	10/14/12	1	1	\$100.00					
Week: 10/15/12	10/21/12		0	\$0.00					
Week: 10/22/12	10/28/12	1	1	\$100.00			1		
Week: 10/29/12	11/04/12	1	1	\$100.00					
N 68 WLWT10/07		12 NBC Sund		Su8-9a	:30		NM	2	\$2,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate			1		
Week: 10/01/12	10/07/12	1	1	\$1,100.00					
Week: 10/08/12	10/14/12 10/21/12	1	0	\$0.00 \$1,100.00			ŀ		
Week: 10/15/12		1	<u> </u>					_	00 400 00
69 WLWT10/28			-	Su8-9a	:30		NM	2	\$2,400.00
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,200.00					
Week: 10/29/12	11/04/12	1	1	\$1,200.00					
· · · · · · · · · · · · · · · · · · ·				NFL	:30		NM	2	\$12,000.00
70 WLWT10/07 Start Date	/12 10/14/ End Date	12 NFL Regu <u>Weekdays</u>	Spots/Week	Rate	.30		14161	2	Ψ12,000.00
Week: 10/01/12	10/07/12	1	1	\$6,000.00			ı		
Week: 10/08/12	10/14/12	1	1	\$6,000.00					
71 WLWT11/04	/12 11/04/	12 NFI Regu	lar Season	NFL	:30		NM	1	\$8,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	,55				, ,
Week: 10/29/12	11/04/12	1	1	\$8,000.00					
72 WLWT10/14	/12 10/21/	12 Su 9-10a N	Vews	Su 9-10a	:30		NM	2	\$1,600.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>			ı		
Week: 10/08/12	10/14/12	1	1	\$800.00			l		

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	Contract / Revision 931758 /	Alt Order # 06221161
Contract Dates 10/02/12 - 11/12/12	Product DSCC-IE	Estimate # 1370
Advertiser Democratic Senatorial		riginal <u>Date / Revision</u> 10/03/12 / 10/03/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Types	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/121 1	<u>Rate</u> \$800.00				
73 WLWT10/28/12 11/04/12 Su 9-10a News Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1 Week: 10/29/12 11/04/121 1	Su 9-10a <u>Rate</u> \$800.00 \$800.00	:30	NM	2	\$1,600.00
74 WLWT 10/31/12 10/31/12 W10-11p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	W10-11p <u>Rate</u> \$3,000.00	:30	NM	1	\$3,000.00
	The state of the s	Totals		275	\$204,000.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	184	\$133,600.00	\$113,560.00
10/29/12 -11/12/12	91	\$70,400.00	\$59,840.00
Totals	275	\$204,000.00	\$173,400.00

Signature:	Date:
5	

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